

Please cancel Claims 1-16 and add Claims 17-38 as follows:

Claim 1 – 16 (Cancelled)

17. (New) A reflector, comprising:

a base material having a light-reflecting surface; and

a plurality of curved portions, said portions formed on a surface of the base material,

wherein said curved portions have a plurality of shapes, in which an inclination angle (an absolute value of an angle between a plane tangential to a point on the surface of the curved portion and the surface of the base material) of each said shape is maximized on a side portion of said curved portion.

18. (New) A reflector as recited in claim 17, wherein an intensity of incident light reflected from the curved portions is preferentially increased in at least one desired angular direction.

19. (New) A reflector as recited in claim 17, wherein said shapes are of a concave form as viewed by an observer opposed to the light-reflecting surface.

20. (New) A reflector as recited in claim 17, wherein at least one of the shapes is a section of an ellipsoid intersecting the reflector surface at an angle other than orthogonal to an ellipsoid axis.

21. (New) A reflector as recited in claim 17, wherein at least one of the shapes is a section of a paraboloid intersecting the reflector surface at an angle other than orthogonal to a paraboloid axis.

22. (New) A reflector as recited in claim 17, wherein the base material is reflective, thereby forming a reflective liquid crystal display device.

23. (New) A reflector as recited in claim 17, wherein the base material is semitransparent and semi-reflective, thereby forming a semitransparent and semi-reflective liquid crystal display device.

24. (New) A reflector as recited in claim 23, wherein the base material comprises a half mirror.

25. (New) A reflector as recited in claim 17, wherein the reflector serves as a transparent electrode.

26. (New) A reflection type liquid crystal display device, wherein the reflector according to claim 17 is mounted therein.

27. (New) The liquid crystal display device of claim 26, further comprising a pair of substrates, a liquid crystal layer disposed between the substrates, the reflector disposed on one of the substrates, a transparent intervening layer disposed on the reflector, a color filter layer disposed on the transparent intervening layer, a transparent planarization layer disposed on the color filter layer, a transparent electrode disposed on the transparent planarization layer, and an alignment layer disposed between the transparent electrode and the liquid crystal layer.

28. (New) The liquid crystal display device of claim 26, further comprising a pair of substrates, a liquid crystal layer disposed between the substrates, the reflector disposed on one of the substrates, a transparent intervening layer disposed on the reflector, a color filter layer disposed on the transparent intervening layer, a transparent planarization layer disposed on the color filter layer, and an alignment layer disposed between the transparent planarization layer and the liquid crystal layer, the reflector serving as a transparent electrode.

29. (New) A reflector, comprising:
a base material having a light-reflecting surface; and
a plurality of curved portions, said portions formed on a surface of said base material,
wherein said curved portions have a plurality of shapes, each shape having at least two radii of curvature whose centers of curvature lie on non-collinear lines, each said line being orthogonal to a plane of the base material.

30. (New) A reflector as recited in claim 29, wherein an intensity of incident light reflected from the curved portions is preferentially increased in at least one desired angular direction.

31. (New) A reflector as recited in claim 30, wherein said shapes are of a concave form as viewed by an observer opposed to the light-reflecting surface.

32. (New) A reflector as recited in claim 29, wherein the base material is reflective, thereby forming a reflective liquid crystal display device.

33. (New) A reflector as recited in claim 29, wherein the base material is semitransparent and semi-reflective, thereby forming a semitransparent and semi-reflective liquid crystal display device.

34. (New) A reflector as recited in claim 33, wherein the base material comprises a half mirror.

35. (New) A reflector as recited in claim 29, wherein the reflector serves as a transparent electrode.

36. (New) A reflection type liquid crystal display device, wherein the reflector according to claim 29 is mounted therein.

37. (New) The liquid crystal display device of claim 36, further comprising a pair of substrates, a liquid crystal layer disposed between the substrates, the reflector disposed on one of the substrates, a transparent intervening layer disposed on the reflector, a color filter layer disposed on the transparent intervening layer, a transparent planarization layer disposed on the color filter layer, a transparent electrode disposed on the transparent planarization layer, and an alignment layer disposed between the transparent electrode and the liquid crystal layer.

38. (New) The liquid crystal display device of claim 36, further comprising a pair of substrates, a liquid crystal layer disposed between the substrates, the reflector disposed on one of the substrates, a transparent intervening layer disposed on the reflector, a color filter layer disposed on the transparent intervening layer, a transparent planarization layer disposed on the color filter layer, and an alignment layer disposed between the transparent planarization layer and the liquid crystal layer, the reflector serving as a transparent electrode.